

Developing a Content Strategy: 25 Questions to Ask Your Team First

These questions are the foundation for your content marketing strategy, and they ensure alignment with corporate goals. A content marketing strategy created in a vacuum isn't all that valuable to the company at large.

Start with the big picture questions to develop your content creation strategy.

1. What does the company want to accomplish in the next 6-12 months?

2. Who are we trying to reach?

The Big Picture

3. What does the marketing team need to achieve to support corporate goals?

4. Are brand and style guidelines established and are they formally documented?

5. Is my definition of success in line with management's expectations?



The Big Picture

6. Who are the internal stakeholders involved in the approval process?

7. Who needs access to ongoing reports and stats?

8. How will we know if we need to change our approach and how would we proceed?



Get To Know Your Audience

Get to REALLY know your audience.

9. What are the demographics of my buyer personas?

10. What are the psychographics for my buyer personas?

11. What do my target customers do online and what do they read?



Get To Know Your Audience

12. Do personas differ based on the industry vertical?

13. How many people are involved in the decision-making process?

14. How does your content help buyers address the “jobs to be done”?



Content Audit

Perform a content audit.

15. Which types of content are performing best and worst on our site?

16. Do we have content that talks to our buyer personas?

17. Which types of content are we missing?



Content Audit

18. What are our competitors doing?

19. Does our SEO need attention?



Content Creation & Workflow

Define the content creation and distribution workflow.

20. What tools are required?

21. Is my content calendar transparent and does everybody know their role in it?

22. How will content be distributed and promoted?



Content Creation & Workflow

23. How will evergreen content be handled?

24. Do I have the resources I need?

25. Do I have the budget I need to pull this off?

